

## IN THE SPECIFICATION

Please amend the specification at page 16, paragraph 42 as follows:

[0042] To assist opening of the access panels on cartons contained in a unitary display, perforations and/or tear areas may be provided on the cartons. Other opening means will be apparent to the skilled packaging artisan. With the access panel in each carton in the unitary display operable, the unitary display may be placed on the store floor, counter, rack, column, or wall. It is preferred the module support be equipped with hanging means enabling the entire array to be hung on a column or wall. Figure 1 depicts optional hanging apertures, 60, disposed on back panels, 10, of the module support. Alternatively, the hanging means 60 may be a hook and loop means, e.g., Velcro®, for attaching the module support to a wall, as depicted in Figure 6. Here, the hook portion 60A is connected to the loop portion 60B, appended to a wall surface 65. Also, [[The]] the carton modules themselves may also be equipped with hanging means. The carton module hanging means may be purposefully designed for mating with support module hanging means, e.g., aperture, 60, in Figure 1, and/or designed for the carton modules' individual use after removal from the display.